

MSO: E-Solutions

E-newsletters and e-advertising are quickly becoming the most powerful and economical communication tools for many organisations and companies of all types and sizes, for a number of reasons:

- E-Solutions are less expensive to distribute than the traditional, printed campaigns. And because they are so easy to pass along, your message will readily reach a wider audience than you initially targeted.
- E-Solutions can be sent frequently to remind people of the most up-to-date news, information and resources available to them.
- Information provided in E-Solutions can easily be visually scanned, yet still be as broad and thorough as the reader desires. Links within the E-Solutions can lead to an informative, resource packed web site.
- By enticing readers to act or really interact, with the E-Solutions, such as to "click here to take advantage of this limited offer", or "learn more", we can engage our audience. For organisations, this means a better informed membership; for businesses, this means an increase in web traffic, increase in sales, and loyalty building.
- It is also possible to track the activity of readers as they move from your E-Solutions to your web site. One of the most difficult tasks of marketing has always been to account for the effectiveness of an advertising campaign. Tracking programmes within your E-Solutions software can provide valuable feedback on your (potential) members' or customers' areas of interest and allows you to focus on what they want to read.
- And of course, one gratifying benefit of E-Solutions is that it's immediate. An entire campaign, from writing to distribution, can occur within 24 hours. Now that's fast.

It becomes clear. Printed communication material has and will continue to serve us well but not as exclusively as in the past – the E-Solutions benefits being too numerous.

For the environmentalists among us, we're saving trees, for the accountants, we're saving money and for the members and consumers of businesses and organisations, we're saving time.

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MSO's E-Solutions Software offers everything you need to run successful email marketing campaigns.

Create and send email campaigns

We design and build fantastic templates that are easy to update or load content into. This is ideal for multiple or consecutive editions. We then import your custom HTML and CSS with a single click and use our integrated testing tools to make sure they look great in all email programs.

Manage lists and subscribers

We take all the pain out of list management by handling the messy stuff like bounces and un-subscribes automatically. Whether you've got a small list, or need to get your hands dirty with segmenting and personalisation, we've got you covered.

Reporting and analytics

Great looking reports that let you measure the effectiveness of every campaign you send. Go beyond opens and link clicks and measure your campaign related sales, conversions and the return on your investment with our Google Analytics integration. We even show you what email clients your subscribers are using.

Mailouts: No setup fees, No monthly fees

Pricing is really very simple – you only pay when you send an email campaign to more than 5 people.

- No setup charges.
- No monthly costs.
- Just a flat delivery fee of \$10, plus 2 cents for each recipient.

So to send an email to 500 people would cost \$10 plus (500 x \$0.02), just \$20.

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So what do you pay for? Before you start using our fantastic, intuitive and cost effective E-Solutions, there are a few things that you will need us to do.

Design

We will sit down with you to discuss your needs – every client is unique – from there we will design an E-Solutions template that reflects your identity and meets all the requirements that you have laid out. It will be a beautiful thing.

Build

Our talented developers will then build the design using HTML and CSS. They build it to the specifications needed for your template to be viewed within email clients and web browsers.

Integration

Our developers then integrate the HTML with the E-Solutions software to create a template that allows you to add and edit the content. You can use the same template and change out the text and images for every new edition of your campaign or newsletter at no extra cost.

Testing

Testing is vital and something that we take seriously. If your e-communication does not display properly in different email clients, then the message will be lost and your communication will seem unprofessional. Our E-Solutions software allows us to test across all the major email clients as well as web based email servers.

Training

We offer training to enable you to use our E-Solutions software, it is minimal but we do take the time to come to you and show you how it's done. We set up your account and issue you with your own user name and password so you can access the software anywhere at anytime, it's all remote access!